

museums&MORE

# Gift Shop Plus®

Gift Shop 



PRINT  
WEB  
SOCIAL  
CUSTOM



# 2021 MEDIA KIT

REACH BUYERS | GENERATE LEADS | INCREASE SALES



# THE COMPLETE RESOURCE FOR SPECIALTY RETAILERS

Gift Shop® Plus magazine is the #1 publication for specialty gift shop buyers. Its high-quality editorial provides retailers with top trends and ideas to keep their stores ahead of the curve. New this year is an expanded audience of specialty destination retailers with the combined readership of museums&MORE along with topic-driven editorial, timely industry news and engaging human interest stories.

Serving the gift shops on main street to the gift shops in museums and beyond, the improved Gift Shop® Plus is expanding to include products and editorial not found anywhere else. And the highly engaging content across print, online, newsletters and social media will reach and influence your customers when and where they are ready to buy.

## NEW IN 2021

Reach buyers with these focused special issues throughout the year. Mailed independently and delivered digitally, these valuable sourcing guides will be essential for buyers in these popular niche categories.

**The Guide** – All products for specialty retailers in one yearly resource

**Holiday Shop** – Featuring all holidays, ornaments, décor, cards, lighting, giftwrap & packaging

**Celebrations & Occasions** – Partyware, balloons, event décor, giftwrap & packaging, invitations



## CUSTOMER OVERVIEW

Our audience is your customer.

Specialty Gift Shops

Housewares & Home Décor Stores

Resort, Hotel, Airport & Hospital Gift Shops

Pet Retailers

Stationery, Card & Book Shops

Apparel & Jewelry Gift Shops

Craft & Floral Shops

National & State Parks

Museum, Zoo & Aquarium Gift Shops

Children's & Toy Stores

Manufacturers

Online Retailers

## TOTAL MARKET ACCESS

Save time and resources by utilizing our team to create a customized multimedia program to reach your target audience.



**PRINT**

42,000 +



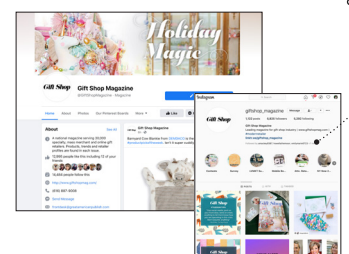
**WEBSITE**

333,000 +  
Annual Pageviews



**E-NEWSLETTER**

17,000 +



**SOCIAL COMMUNITY**

37,500 +  
No. 1 Followed Gift Publication!

Over 7,000  
Instagram followers!

## Winter

### Features:

Men's Gifts  
Winter Introductions  
Holiday Preview

### Special Section:

In the Kitchen: Housewares,  
textiles, servingware, specialty  
foods

### Showcases:

Mother's Day & Father's Day  
Global Accents  
Coastal & Lake  
Grads & Teachers  
Baby Gifts, Apparel & Plush

### MUSEUMS&MORE:

Beach & Surf  
National Parks  
Toy Preview

### GIFT SHOP PETS:

Retailer Profile  
Dog Product Trends for 2021

### DEADLINES

Editorial and Ad Space Nov. 13, 2020

Materials Nov. 20, 2020

Mails in December

## Spring

### Features:

Made in the USA  
Jewelry  
Bath & Body

### Special Section:

Stationery, Cards & Books

### Showcases:

Candles  
Back-to-School  
Tween & Teen  
Inspirational & Quotable  
Plush

### MUSEUMS&MORE:

Aquariums  
Zoos  
Animals & Sealife

### DEADLINES

Editorial and Ad Space March 12, 2021

Materials March 19, 2021

Mails in April

## Summer

### Features:

New to Market: Summer Introductions  
Mindful Living  
Kids Apparel & Plush  
Adult Apparel & Accessories

### Special Section:

Customization, Namedrop &  
Souvenirs Lookbook

### Showcases:

Giftwrap & Packaging  
CBD Products  
Pillows & Throws  
Holiday Entertaining  
Wall Art

### MUSEUMS&MORE:

Museums  
Charitable Products  
Jewelry

### GIFT SHOP PETS:

Retailer Profile  
Cat Product Trends 2021

### DEADLINES

Editorial and Ad Space May 15, 2021

Materials May 21, 2021

Mails in June

## Fall

### Features:

Hospital Gift Shop Product Trends  
Candles & Essential Oils  
Coastal & Lake Trends

### Special Section:

Garden & Outdoor Lookbook  
*Bonus Distribution with  
Lawn & Garden Retailer audience.*

### Showcases:

Valentine's Day  
Bath & Body  
Springtime & Easter  
Toys, Games & Puzzles  
Food & Beverages

### BONUS:

Signet Advertising Study Issue

### MUSEUMS&MORE:

Historical Sites  
Resorts & Theme Parks

### DEADLINES

Editorial and Ad Space Sept. 17, 2021

Materials Sept. 24, 2021

Mails in October

**Winter 2022 Deadline:** EDITORIAL AND AD SPACE Nov. 12, 2021 MATERIALS Nov. 19, 2021

## IN EVERY ISSUE

Product Showcases, Trend Report, Gift Shop® Plus Features, Display Inspirations, Business Operations, Legal Corner, Trade Show Calendar, Industry News, Meet the Maker, Products With Purpose

## Back in 2021 The Guide

ALL PRODUCT CATEGORIES FOR  
SPECIALTY RETAILERS IN ONE  
YEARLY RESOURCE

### DEADLINES

Editorial and Ad Space Feb. 12, 2021

Materials Feb. 19, 2021

Mails in March

## New Holiday Shop

FEATURING ORNAMENTS, DÉCOR, CARDS,  
LIGHTING, GIFTWRAP, PACKAGING, COSTUMES  
AND GIFTS FOR ALL HOLIDAYS

### DEADLINES

Editorial and Ad Space April 30, 2021

Materials May 7, 2021

Mails in June

## New Celebrations & Occasions

PARTYWARE, BALLOONS, EVENT DÉCOR,  
GIFTWRAP, PACKAGING, INVITATIONS AND MORE

### DEADLINES

Editorial and Ad Space Oct. 8, 2021

Materials Oct. 15, 2021

Mails in November

# TRADE SHOW DISTRIBUTION

### Winter

American Handcrafted Philadelphia  
AmericasMart Atlanta  
Dallas Total Home &  
Gift Market  
Halloween & Party Expo  
LA Mart  
Las Vegas Market  
NY NOW  
Philadelphia Gift Show  
Philadelphia Souvenir and Resort Expo  
Rocky Mountain Gift Show

Seattle Gift Show  
Surf Expo

### Spring

Dallas Total Home &  
Gift Market  
NOTED: The Greeting Card Expo

### Summer

AmericasMart Atlanta  
Dallas Total Home &  
Gift Market

LA Mart  
Las Vegas Market  
Las Vegas Souvenir & Resort Show  
NY NOW  
Philadelphia Gift Show  
Rocky Mountain Gift Show  
Surf Expo

### Fall

Grand Strand Resort & Merchandise  
Show  
International Gift Exposition in the  
Smokies

Ocean City Resort Gift Show  
Smoky Mountain  
Gift Show

*All show distribution is subject to change  
based on show dates.*

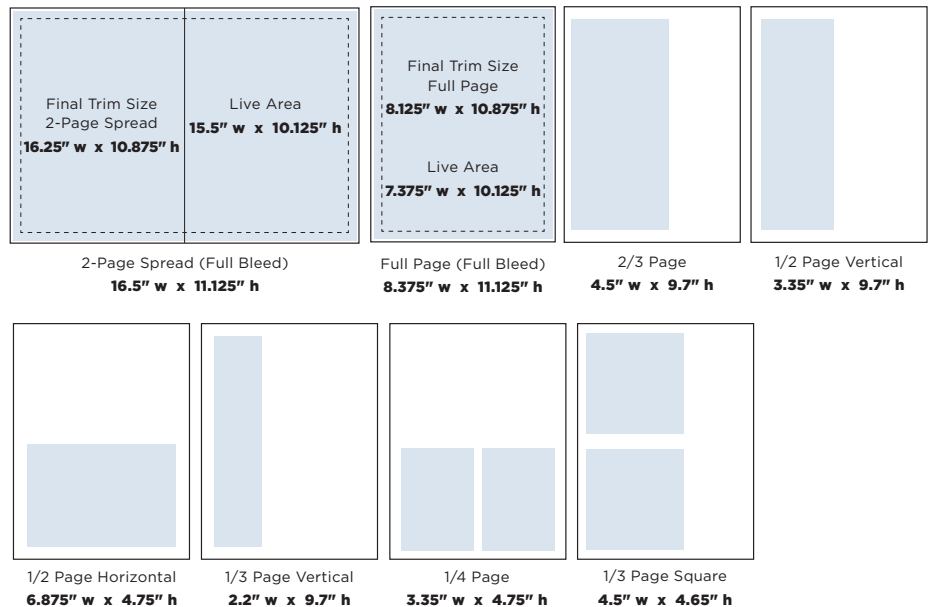
## Print Deadlines

Issue	Space Deadline	Materials Due
Winter 2021	Nov. 13, 2020	Nov. 20, 2020
Spring	March 12, 2021	March 19, 2021
Summer	May 15, 2021	May 21, 2021
Fall	Aug. 24, 2021	Aug. 31, 2021
Winter 2022	Nov. 12, 2021	Nov. 19, 2021

## Print Specs

### AD REQUIREMENTS

- For full-page ads the live area (area that all text and logos must fall inside) must be at least 3/8" from the trim, and all bleeds must extend at least 1/8" beyond trim.
- Ads and embedded artwork must be CMYK and at least 300 dpi.
- Only PDF or TIFF files will be accepted.
- We are not responsible for the readability of copy below 10-point in size.



## LEAD GENERATION

- All advertisers receive measurable sales leads; encourage interest and drive traffic to your website through this free program.
- Each week, leads will be delivered to you via the email address you provide to Gift Shop® Plus so you can follow up with the interested party.

## DIGITAL EDITIONS

Gift Shop® Plus offers digital editions of each issue, available online year-round and emailed to all subscribers. Each interactive issue provides an additional opportunity for advertisers to reach key buyers as they make their purchasing decisions. Impactful and unique digital edition-only ad opportunities are available.



### AD SUBMISSION QUESTIONS?



**Samantha Orsi**

Traffic Manager

616-520-2148

sorsi@greatamericanpublish.com

### FILE SUBMISSION

Visit <https://upload.greatamericanmediaservices.com>

Complete the submission details, select file(s) for upload.



# museums&MORE

**MORE READERS. MORE LEADS. MORE VALUE.**

In 2021, museums&MORE is joining forces with Gift Shop® Plus to present even more products to more buyers in more markets. Your ad will be in front of a bigger audience — giving you more value for your marketing dollar. Museums&MORE now reaches your customers through highly engaged platforms including:

- Within each Gift Shop® Plus print issue
- Website
- Exclusive e-blasts



# Gift Shop® Pets

Gift Shop® Pets is the gift industry's leading marketing platform to reach specialty retail buyers selling products for pets and the people who love them — one of the hottest trends in the gift industry. Gift Shop® Pets now reaches your customer through highly engaged platforms including:

- Within the Winter and Summer Gift Shop® Plus print issues
- Website
- Exclusive e-blasts



## 2021 PRINT RATES

AD TYPE	1x	2x	3x
2-Page Sprv	\$6,000	\$5,800	\$5,600
Full Page	\$3,300	\$3,100	\$2,900
2/3 Page	\$2,800	\$2,600	\$2,400
1/2 Page	\$2,400	\$2,200	\$2,000
1/3 Page	\$2,000	\$1,800	\$1,600
1/4 Page	\$1,275	\$1,175	\$1,075
Cover 2	\$4,800	\$4,600	\$4,400
Cover 3	\$4,000	\$3,800	\$3,600
Cover 4	\$5,700	\$5,500	\$5,000

## PRODUCT SPOTLIGHT SECTION

(SAMPLE PRODUCT SPOTLIGHT LISTING)



**COMPANY NAME**  
**Product Title**  
 Product Description (25 words)  
**www.website.com | 800-547-9727**

**Feature your product to buyers with a Gift Shop® Plus Product Spotlight. Each Spotlight includes :**

- Company name
- One image
- Product title
- 25-word description
- Website and phone number

**PRODUCT SPOTLIGHT RATES:**

**1x - \$450 2x - \$425 4x - \$400 8x - \$365**

REACH YOUR MARKET **MORE** THAN 4 TIMES A YEAR

## BACK IN 2021! THE GUIDE

### MAILING MARCH 2021

The Guide provides buyers with an exclusive annual sourcing guide featuring hundreds of products. Retailers turn to this comprehensive, year-round guide in search of the newest best-sellers spanning every category.

**More than 100,000 pageviews  
of the 2020 digital edition!**



## NEW IN 2021!

### HOLIDAY SHOP

### MAILING JUNE 2021

This new highly-anticipated resource will feature Halloween, Thanksgiving, Christmas, Hanukkah, Valentine's Day, Easter, Fourth of July and more! Everything from décor, costumes, ornaments, lighting, cards and giftwrap for every occasion will be found in this yearly product and selling guide.



## NEW IN 2021!

### CELEBRATIONS & OCCASIONS

### MAILING DECEMBER 2021

Published annually, Celebrations & Occasions offers informative content for buyers of party products for every occasion and serves as a new multimedia marketing platform to reach gift shop and stationery store owners who purchase these products through wholesale channels.

Product categories include:	Décor	Invitations
	Giftwrap	Partyware
	Balloons	Rentals
	Favors	Tableware
	Celebration services	Floristry

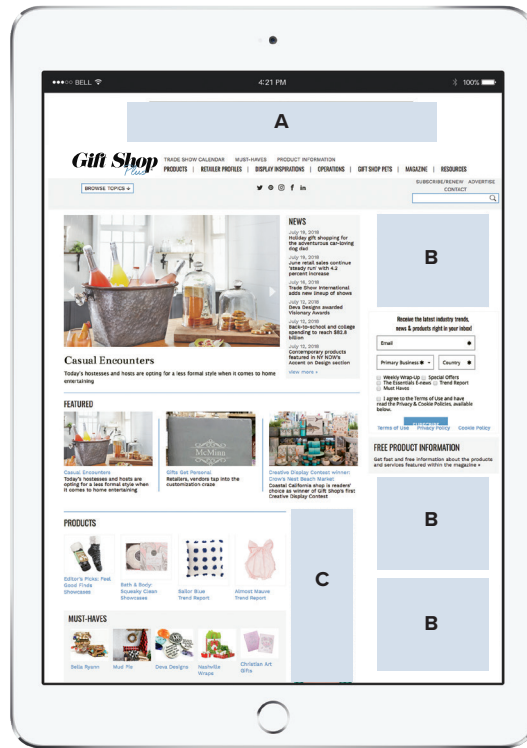




# WEBSITE

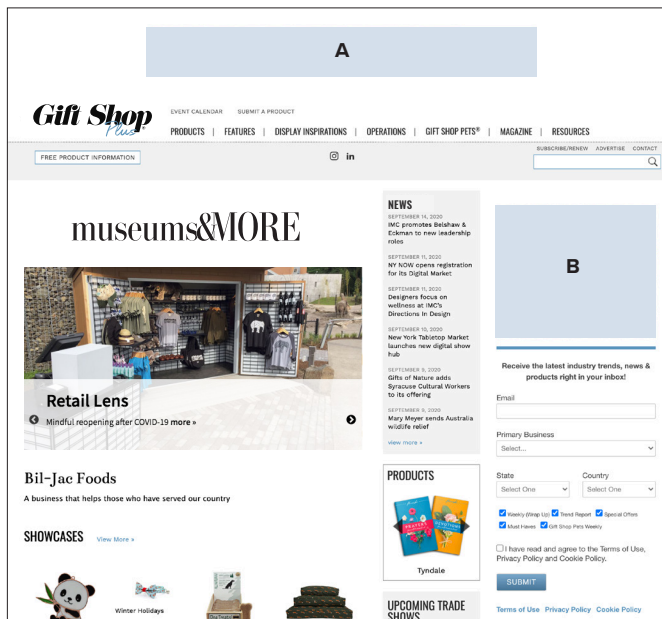
Feature your company on giftshopmag.com for a truly integrated marketing campaign. The Gift Shop® Plus website is a leading source for retailers looking for the hottest trends in the industry. Online article archives, exclusive articles, photo galleries and product news keep retailers coming back day after day.

- Upon refresh, placements rotate within the set position area delivering the perfect rotation to maximize impressions and engagement.
- All website ads must be RGB and 72 dpi to the specs (below). Only web-ready files formatted as JPG, GIF, HTML and 3rd party tags will be accepted.



# Web ad Deadlines

Month	Deadline
January	Dec. 18, 2020
February	Jan. 18, 2021
March	Feb. 15, 2021
April	March 18, 2021
May	April 16, 2021
June	May 18, 2021
July	June 17, 2021
August	July 16, 2021
September	Aug. 18, 2021
October	Sept. 17, 2021
November	Oct. 18, 2021
December	Nov. 17, 2021



# Web Ad Specs

Ad Type	Specs	Max Size
A Leaderboard	728 px x 90 px	40 kb
B Medium Rectangle	300 px x 250 px	40 kb
C Skyscraper	160 px x 600 px	40 kb
D Sponsored Content	580 x 380 pixels image; 300 dpi 5- to 10-word title 500-700 words	

If artwork is submitted past the ad deadlines noted, there is no guarantee that the ad will be live on the first day of the scheduled month.

# 2021 DIGITAL RATES WEB & E-NEWSLETTER RATES

AD TYPE	1x	3x	6x	12 x
A. Leaderboard	\$790	\$770	\$740	\$710
B. Medium Rectangle	\$530	\$500	\$480	\$450
C. Banner	\$480	\$450	\$430	\$400
D. Skyscraper	\$690	\$660	\$630	\$610
E. Rectangle	\$320	\$290	\$270	\$240

## AD SUBMISSION QUESTIONS?



**Samantha Orsi**  
Traffic Manager  
616-520-2148  
sorsi@greatamericanpublish.com

## FILE SUBMISSION

Visit <https://upload.greatamericanmediaservices.com>  
Complete the submission details, select file(s) for upload.

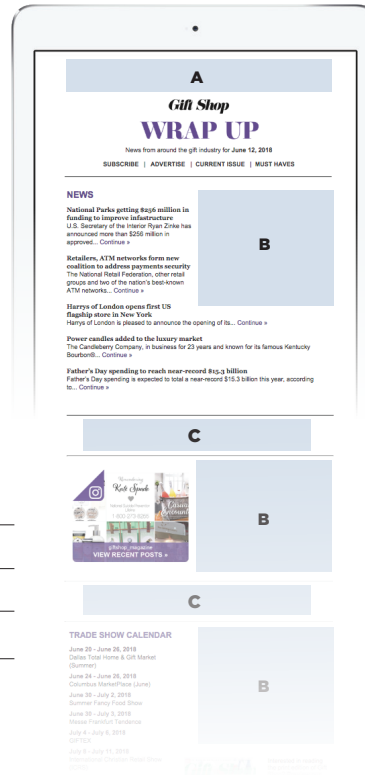
## WRAP UP WEEKLY E-NEWSLETTER

Reach retailers via email through sponsorship of Wrap Up, the Gift Shop® Plus weekly e-newsletter featuring important industry information. As part of the sponsorship, your ad will be paired with product news, industry information and other exclusive content. Thousands of retailers read each edition of Wrap Up.

### Wrap Up E-Newsletter Specs

Formats: JPG and GIF

Ad Type	Specs	Max Size
<b>A</b> Leaderboard	600 px x 90 px	40 kb
<b>B</b> Medium Rectangle	300 px x 250 px	40 kb
<b>C</b> Banner	468 px x 60 px	40 kb
<b>D</b> Sponsored Content	150 x 200 pixels image; 300 dpi 5-word title 40 words	



Month	Ads Due
January	Dec. 29, 2020
February	Jan. 26
March	Feb. 23
April	March 30
May	April 27
June	May 25
July	June 29
August	July 27
September	Aug. 31
October	Sept. 28
November	Oct. 26
December	Nov. 30

## EXCLUSIVE E-BLASTS

Deliver a custom email to Gift Shop® Plus subscribers — your buyers — and put your products in front of them when the time is right for you. Designed by you or our team of design experts for a nominal fee, you have the option of up to two versions, A/B testing and analytics to gauge success. Targeted strategically based on your company and products, custom emails have proven highly effective in generating quality new business for customers.

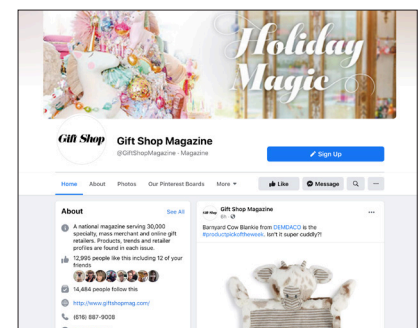
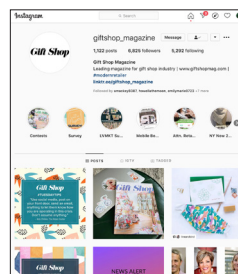


## REACH INDUSTRY INFLUENCERS THROUGH GIFT SHOP'S SOCIAL MEDIA FOLLOWING



### No. 1 Followed Gift Publication!

Market your products to the Gift Shop® Plus loyal social media following of 37,500+. Sponsored posts available on Facebook, Twitter, Pinterest, LinkedIn and Instagram.





# GUARANTEED LEAD GENERATION PROGRAM

## HOW IT WORKS:

1. A number of guaranteed qualified leads is determined
2. Our team works with you to create engaging content in the form of a white paper, webinar, research study or special report
3. Our team builds an online form for subscribers to access the content
4. A marketing campaign\* is executed, driving customers to the online form
5. Leads are emailed on a weekly basis, including all contact information
6. Once the pre-determined number of qualified leads is reached, the program is completed

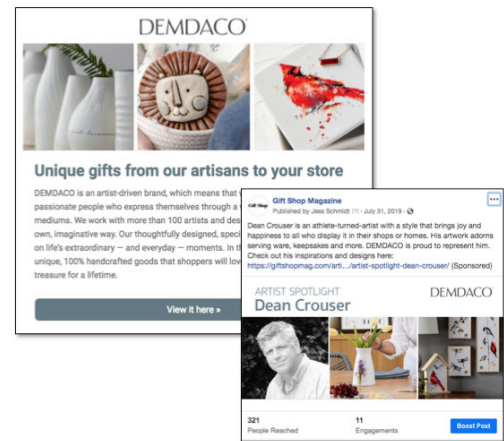
\*Marketing campaign includes dedicated e-blasts to digital subscribers, website ads, e-newsletter ads and sponsored website, print and social media content – all driving to your online form

## EXCLUSIVE LEAD BLAST

Generate leads directly from Gift Shop® Plus e-newsletter subscribers with your very own Exclusive Lead Blast.

### Includes:

- Custom subject line to create topic interest
- Exclusive E-blast
- One resend of Exclusive E-blast to unopens
- Opens and clicks provided as leads
- One social media post
- All content provided by client



## LIST RENTAL PROGRAM

Get directly in front of the Gift Shop® Plus audience of retailers with purchasing power through our List Rental Program – curated to the unique needs of your company. Target by store type, title, sales volume or geographic location to get your products in front of your ideal audience.

See the targeted options and learn more at [giftshopmag.media/list-rental-program](https://giftshopmag.media/list-rental-program).

## TURN-KEY PRODUCT CATALOG PROGRAM

Place your promotional brochure or product catalog directly in the hands of Gift Shop® Plus subscribers in a 2021 issue of your choice. Simply send us a PDF and we do the rest – print, polybag, digitize and email.

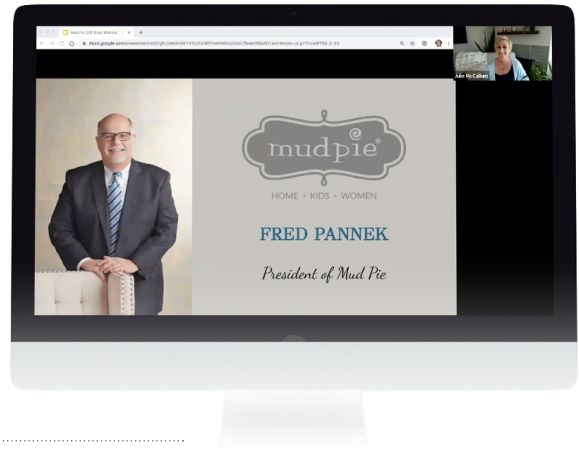
- Mailed to 30,000 print subscribers
- Emailed to 7,300 digital subscribers
- Shared with 37,500+ social media followers
- Posted on giftshopmag.com for one year
- Promoted in weekly e-newsletter



## VIRTUAL ROUNDTABLES

Provide a platform for retailers to connect, brainstorm and share ideas through a virtual roundtable session addressing current hot button topics. Hosted through an interactive webinar platform that allows a moderator, panelists and sponsor to be seen and heard – with hundreds of industry professionals watching – this platform presents an opportunity to position your brand as an industry and thought leader.

See how it works and learn more at [giftshopmag.media/virtual-roundtables](https://giftshopmag.media/virtual-roundtables).



## INTEGRATED EDITORIAL

### ENGAGE BUYERS WITH CUSTOM CONTENT

Leverage the editorial expertise of our Custom Marketing Team to tell your story, positioning your company as a thought leader and solutions provider. Integrated editorial engages readers through compelling, custom-written content aligned with your products and services distributed across multiple platforms.

#### Includes:

- Full-page editorial in Gift Shop® Plus print issue of your choice
- Development of editorial content plan with your input
- Writing, editing & design of editorial with your input/approval
- Two rounds of edits
- Final integrated editorial to appear on [giftshopmag.com](https://giftshopmag.com) for one year
- Final integrated editorial emailed to digital subscribers
- Final integrated editorial shared with 37,500+ social media followers



## OTHER GREAT AMERICAN MEDIA SERVICES RETAIL PUBLICATIONS:

STATIONERY  
*Trends*

L&GR  
LAWN & GARDEN RETAILER



# SMART SOLUTIONS

## GROW YOUR BUSINESS WITH TIME-SAVING MARKETING STRATEGIES

SmartSolutions is a team of expert marketers who bring their unique perspectives and diverse experiences together to provide a one-stop, full-service marketing solution to help your business thrive. Engage SmartSolutions as your marketing department and gain a team of professionals who care about your business and want to tell your story.

### Our team includes:

- Dedicated project manager
- Marketing strategists
- Copywriters
- Designers
- Data specialists
- Audience development managers

Schedule a free consultation today with Nancy or Brian. See the full menu of services at [www.smartsolutions.media](http://www.smartsolutions.media).

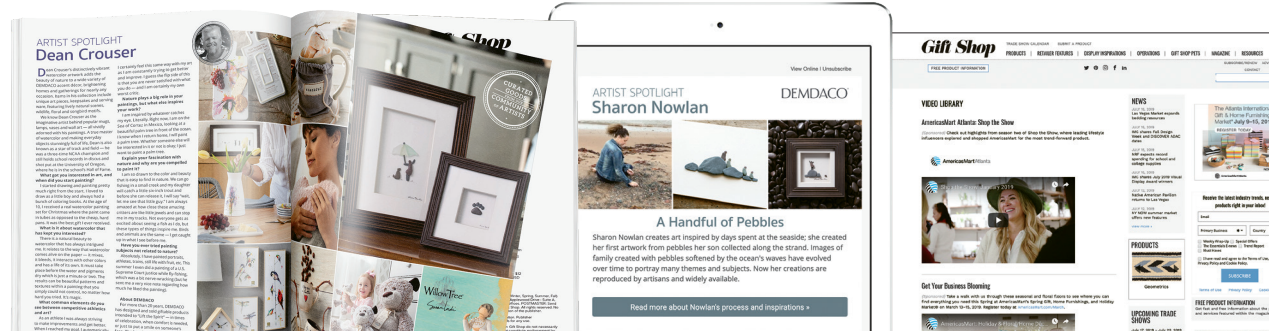
## CUSTOM MARKETING SERVICES

Gift Shop® Plus is a powerful resource beyond print. In addition to our successful publication, we provide unique and innovative solutions that allow businesses to engage with customers in nontraditional ways. To discuss these unique offerings in more detail, contact your integrated marketing consultant.

Content Creation / Integrated Editorial  
Custom E-Blasts  
Event Planning and Promotion

Retargeting  
Social Media Sponsored Posts  
Surveys and Research Studies  
Video Production and Promotion

Webinars  
White Papers  
Case Studies



Contact Nancy or Brian to discuss Custom Marketing solutions that will drive results and generate new business leads.

## CONTACT US

[www.giftshopmag.com](http://www.giftshopmag.com) | [www.greatamericanmediaservices.com](http://www.greatamericanmediaservices.com)

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